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OCTOBER 1954

EXTENSION SERVICE
Review



Agricultural Agent Honored—See inside cover.

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Cover Picture

H. M. HUNT, Cass County, Mo., extension agent was honored for 20 years in the county with a local This Is Your Life program and was also presented with a new car.

Ear to the Ground

• Rumblings from the Outlook planning committee for the late October meeting are swelling into a steady hum of activity, forecasting full steam ahead for 1955. At the same time that we plan for next year, we are also turning back the calendar pages in the annual inventory of accomplishments to measure our progress and to use the lessons we learned in setting our new goals and drawing the guidelines. The December issue of the Review will try to reflect the best representative activities of 1954.

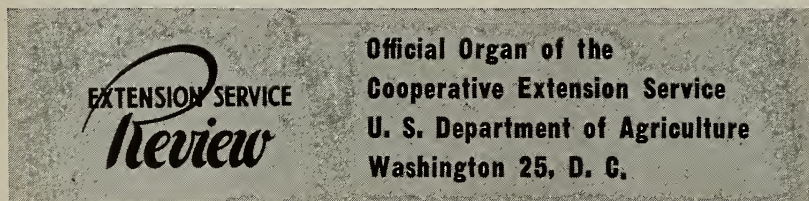
• A record crowd of about 2,000 home demonstration clubwomen are expected for the National Home Demonstration Council meeting, October 31 to November 4. Hotels are well booked.

• Next month the Review will be a special issue featuring marketing. Articles by J. Earl Coke, Assistant Secretary of Agriculture; Gerald B. Thorne, vice president, Wilson Co.; L. E. Hoffman, extension director, Indiana; Carlton E. Wright, extension economist in marketing, New York; George England, instructor and assistant agricultural economist, Vermont; Federal extension marketing specialists; and others will give you the thinking and planning that have gone into the recommendations and suggestions for increasing activity in marketing.

• Examples of marketing projects in which extension agents have had a major part are included to give you some idea of the variety and extent of marketing activity already integrated into many county programs.

• Have you ever wished for an index to Review articles? We are compiling one by subject matter, author, and State on the last 12 issues, for use in this office. If you want a copy, let us know.

Till next month—Cherrio—CWB.



VOL. 25

OCTOBER 1954

NO. 10

Prepared in Division of Information Programs

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A New Case for Eggs

DON LONG, Student at Cornell University, and

WENDELL EARLE, Associate Professor of Marketing, Cornell University, New York



County agents E. A. Wilde and G. P. Smith discuss the progress of their merchandising work with the Cornell egg display case. This case has increased sales, has served as a tool to inform store operators, and has added much to an improved extension marketing program for poultrymen.

RESEARCH has shown that many consumers are reluctant to purchase eggs in retail stores. Based on their experience, they believe that better eggs can be purchased elsewhere. A large number of stores do not hold eggs under refrigeration; even fewer hold them at temperatures ideal for eggs. Consequently, a high proportion of the eggs labeled and sold as grade A will not meet the legal requirements for grade A eggs. Many consumers have come to expect this; surveys show that in some areas of New York State only 50 percent of the eggs that consumers purchase are bought in retail stores.

Concerned about this situation, Cornell research workers developed

a display case designed specifically for eggs. It has several advantages not found in previous methods of displaying eggs. Since no other products are placed in the case, the temperature and humidity can easily be kept at the best level for eggs. Refrigeration plates line the compartment walls of the case so that all eggs receive the benefit of their cooling effect. An attractive advertising panel is attached to the top of the case, and illuminated pictures, suggesting uses of eggs, are placed in the panel. This feature alone creates much interest among consumers.

Formal research as to the effectiveness of the display case indicated that sales often went up as much

as 25 percent. These tests showed that consumers would buy more eggs if they were sure of getting what they paid for. This aroused our interest about the possibilities of using this research work as a means of demonstrating improved marketing practices to retail food store operators.

Four county extension workers in New York State who are using this display case in extension study are: G. P. Smith, assistant county agricultural agent, Herkimer County; E. A. Wilde, assistant county agent, Otsego County; L. V. Shafer, associate county agricultural agent, Madison County; and W. E. Schumacher, associate county agricultural agent, Chenango County. In cooperation with the department of agricultural economics at Cornell, these men are utilizing this new research information by testing it in local food stores. By shifting some of the emphasis in marketing extension work from the farm to the retail store, these men are pioneering new fields for Extension.

Each agent contacted a local grocery store and obtained permission to place a demonstration case in the store. Records of egg sales were kept by the agents to determine how the display case affected egg sales in that store.

The results of this new approach have been encouraging. The retail food store operator has learned new marketing techniques and has developed a greater interest in merchandising eggs. Egg sales increased in two stores from which definite information has been obtained. Preliminary records from two other stores indicate similar results.

Consumers have benefited. The

(Continued on page 205)

Extension Workers Boost

Artificial Breeding in Illinois

VERYL L. FRITZ, Assistant Extension Editor, Illinois

IN 1940, when the first artificial breeding cooperative was started in Illinois, farmers in 6 counties bred 1,250 cows. In 1953, approximately 180,000 cows were artificially bred through two strong cooperative associations.

What's behind the tremendous growth of this artificial breeding program? For one thing, plenty of work on the part of extension personnel has gone into developing this strong program. But let's go back and start at the beginning.

Extension dairy specialist C. S. Rhode, of the University of Illinois College of Agriculture, helped set up the first organization in 1940. This association, the Northern Illinois Breeders Co-op at Hampshire, is still operating, and now furnishes semen for use in 41 counties.

Five years later, a similar association was set up at Breese, in southern Illinois. This cooperative, known as the Southern Illinois Breeders Association, now operates in 57 counties in the southern part of the State.

Both cooperatives are expanding their service rapidly. In 1953, nearly

23,000 more cows were bred artificially, using semen furnished by cooperatives, than in 1952. The semen was produced by 95 Holstein, Guernsey, Brown Swiss, Jersey, and Milking Shorthorn bulls owned by the cooperatives.

The artificial breeding program has been a phase of the dairy extension program in Illinois. The Extension Service helped farmers get the cooperative associations started. The next step was to get other farmers interested in the project, and get their support.

But here's where the extension personnel on the county level come in—the county farm advisers. "The growth and success of the program rest to a large degree with these county workers," Rhode says.

In each county there is a county artificial breeding association committee made up of cooperators and the farm adviser. To sell the idea of these cooperatives to the farmers in the county, these committees develop a program that is administered by the farm advisers.

They keep cooperators informed

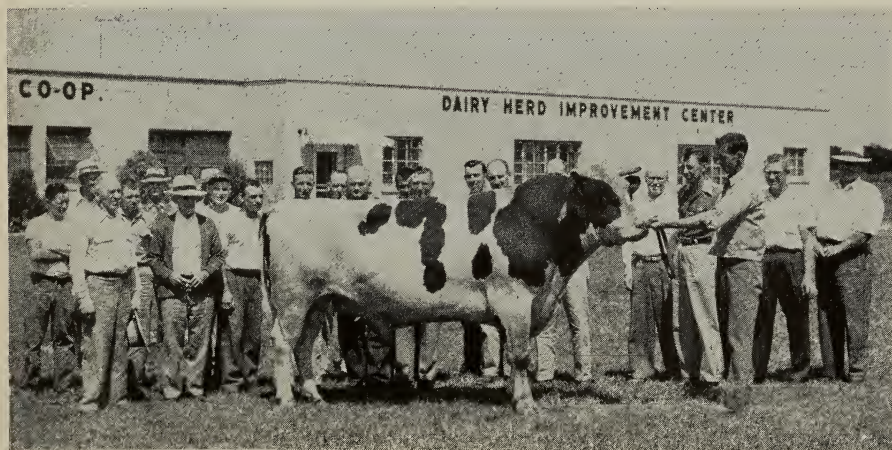
of the organization, growth, and results of the artificial breeding program, and also reach new members. In addition, this committee keeps county activities tied in with the parent cooperative.

During the past year, more than 50 promotional activities were organized on a county basis. In some cases, members made personal calls to explain the artificial breeding program. In others, the county committees organized group tours to the bull stud.

The cooperation between the Extension Service personnel and the cooperatives continues right on up the line. The State organization of farm advisers has a committee on artificial breeding.

In addition the two associations are members of the Illinois Dairy Breeding Federation. These organizations have been helpful in maintaining close working relations between the breeding associations, Extension Service, and the county organizations.

(Continued on page 206)



A group of Peoria County dairymen look over one of the Holstein bulls at the Northern Illinois Breeders Co-op at Hampshire.

Get the Weedkiller Habit

L. I. JONES, Coordinator, Cotton and Grassland Programs,
Federal Extension Service

WEEDS have cost the farmers billions of dollars. For centuries the only methods used to fight weeds were hand pulling or cutting with a crude scythe or hoe, and very recently with the power mower.

Now that the scientist has found effective chemical controls, farmers have a powerful ally. But before they can put this giant to work, they must know his strengths and weaknesses. Extensionists are calling out all resources.

Noxious weeds recognize no property lines, neither do they respect county, State, or city rights-of-way. All property owners, public officials, and rural and urban leaders must work together to effectively control this billion-dollar menace.

Weeds not only cost the farmer huge sums, but they also cause physical discomfort to many persons. Public funds are spent every year in urban areas of New York, New Jersey, Ohio, and other States to control obnoxious weeds. In Cincinnati, Ohio, over \$100,000 was spent in 1953 to control weeds on vacant lots and in other areas.

In Montreal, Canada, where 30,000 persons are said to suffer with hay fever, over 900 acres adjacent to the city were weed-controlled. In New York State demonstrations on various control methods were held by the park commissions and health and agricultural departments.

Herbicide and machinery dealers, who also need the most recent information from the research scientist on what to use and how to use it, have taken part in these demonstration projects and cooperated in every way possible.

To bring this information to all the persons and groups of persons who should have it is a tremendous job. Extension people need to bring together the available forces that are willing to help. This means organization, teamwork, and followup.

Weed control is important in all types of farming, but especially so for grassland farming. The value of desirable pasture forage in terms of beef, milk, and mutton is higher than ever before. To increase forage yields and quality of desirable pasture grasses and legumes, the com-

peting weeds must be controlled.

Brush control work in Texas was done through county agent training meetings, method demonstrations in counties, newspaper releases, magazine stories, and radio and television programs. In 25 counties, 33 result demonstrations were set up using 2, 4,5-T and ammate on stumps, trunks, and frills. Roadside markers announced the kind of chemical and the method of treatment. In the western section of Texas, aerial spraying of mesquite, bulldozing, and other mechanical means were followed.

Meetings are held throughout the State, usually sponsored by county agents working with implement and chemical dealers. The latter are frequently assisted by extension workers in the preparation of directions to assure safe use of their products. It is essential to keep all recommendations as nearly uniform as possible because the dealer is frequently asked about the proper choice of a herbicide, and it is desirable that the farmers receive more uniform counsel.

On-the-farm demonstrations are held to explain the proper application of materials, and later these areas are used to show the results obtained. Since different herbicides are used for different crops this final observation period is important.

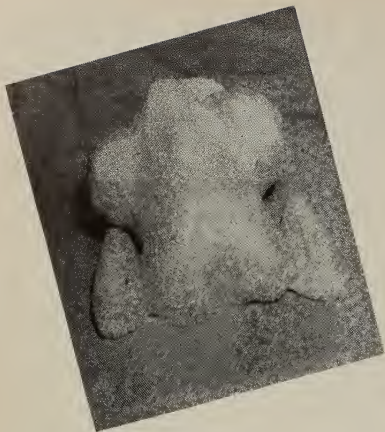
This general pattern of procedure, accompanied in all cases by individual counsel, distribution of leaflets, use of the radio and the local press, is fairly typical, although it varies.

This weed sprayer mounted on a tractor is spraying Ladino clover-orchard grass pasture for the control of curled dock and other broadleaved weeds.



4-H Broiler Projects Popular in Oklahoma

GILBERT POLLOCK, Assistant County Agent, Pottawatomie County, Okla.



AN ATTENTIVE audience of 250 people watched carefully as the judge placed the top 10 groups of birds at the Pottawatomie County (Okla.) 4-H Broiler Show. Club members, parents, and local businessmen who had sponsored the broiler projects shared the feeling of excitement as 10 weeks of watching baby chicks grow into market-sized birds drew to a climax.

When the judge had made his final decision, Dale Walls was the champion producer. During his 5 years of broiler experience, Dale has placed in the champion group twice.

The judge, Alex Warren, extension poultryman at Oklahoma A. & M. College, complimented the club members on the quality of the birds in the contest. "This broiler show has made considerable progress this year," he said. "The top 10 groups of birds in this year's show are all better than the champion group of 1953."

Warren explained that the birds were better finished this year and that most of them were better dressed, indicating that club members in the county learned a lesson from the results of last year's show.

"Some improvement is expected each year in broiler shows due to improved breeding and better feeds, but the results here indicate that the youngsters have done a much better job of raising the birds than before," the judge said.

Among the proudest groups of individuals at the show were the sponsors

who provided the birds used in the projects. Most of the sponsors made visits to the homes of their charges and kept an eye on the progress "their" boys and girls were making.

In return for the time and money spent in backing the youngsters, each sponsor received 12 dressed birds and the heartfelt thanks of the club member.

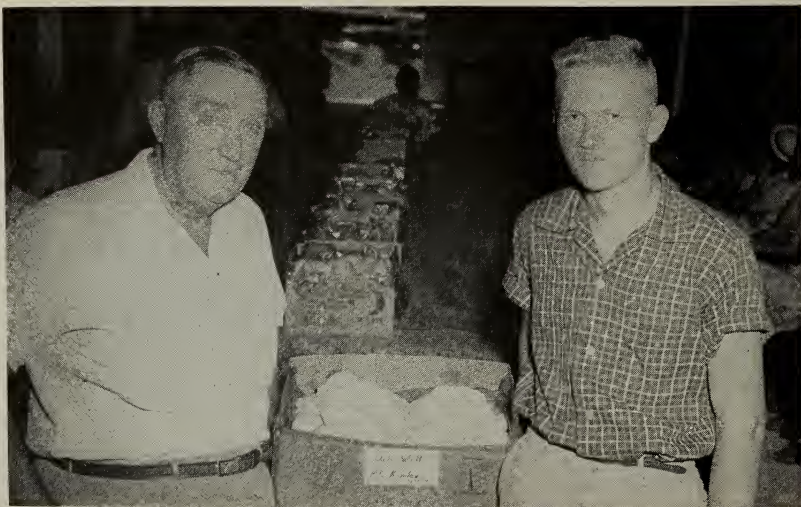
The 4-H broiler show in Pottawatomie County is strictly a sponsored program for several reasons. Sponsorship eliminates the possibilities of nonbroiler type birds being shown and enables local agents to keep closer tab on entries in the show. Boys and girls are supplied birds from local hatcheries, with only the four breeds locally produced as broilers being made available.

Hatcherymen say the program teaches the value of broilers as such. They feel that successful boys and girls may develop into broiler producers and that those not so successful will have an opportunity to analyze their failures and determine whether they should try to produce birds again.

The program was started in 1948 with the Shawnee Chamber of Commerce giving club members 50 chicks, 6 of which were returned at market size. In 1949, the number of birds was increased to 100, with 12 being returned for the show.

By 1950, the program had grown to proportions that called for a wider span of sponsors than the chamber of commerce could afford. Hatcherymen and leaders worked out a plan

(Continued on page 205)



Dale Walls, Earlsboro 4-H boy, champion of the 1954 broiler show, and his sponsor R. C. Kumler.

"I Had a Good Breakfast, Did You?"

HARRIETT ROBERTS, Extension Nutritionist, Iowa



Mrs. Wayne Keith, vice chairman of Kossuth County Women's Committee; John Burton, county extension director; and 4-H Club girl enjoys a "Better Breakfast"

ASK ANYONE in Iowa extension circles what county is the "better breakfast" county in the State, and the answer will be Kossuth County.

Most Iowa school children, research nutritionists had pointed out, had poor breakfasts. Many Iowa people were eating nutritionally inadequate meals. Nutrition research studies on the food habits of Iowans, young and old alike, proved this.

Kossuth County decided to pick up the challenge. Homemakers would study better nutrition through their extension lessons. Boys and girls would devote club meeting time and 4-H project activities to better nutrition and the health "H."

Rural young people would have similar activities. Everybody would concentrate on better breakfasts.

As a part of their activities, 4-H boys and girls checked up on their own breakfasts. At club meetings, during a given month, they wrote down exactly what they had eaten for breakfast that morning. A grade point of 7 meant a blue ribbon score.

Results showed plenty of room for improvement. For the girls, the average rating was only 3.1 on the 7-point scale—not even a red-ribbon eating. For the boys, the average was only 3.9—just a little better.

Where were they scored down? Lack of citrus fruits, milk, and eggs

made the difference. 4-H'ers found that if they would include these foods in their breakfasts, their scores would zoom up to the "blue ribbon" class in a hurry.

All year long, 4-H Club girls concentrated on food and nutrition project work, with special emphasis on "A good breakfast to start a good day." 4-H Club boys took their cue from the importance placed on livestock nutrition. Rural youth members and adults kept pace with their own studies and activities.

It was only natural then that when the Algona Chamber of Commerce set out to plan its traditional special activity and recognition day for county 4-H'ers, the breakfast theme should be used.

Everyone had a hand in the undertaking which got off to a royal start with a 7-point breakfast made possible by the American Bakers Association and local bakery interests. County extension workers, John Burton and Bob Johnson, 4-H'ers, 4-H Club leaders, and local businessmen teamed up to set up nutrition and "better breakfast" exhibits in all local stores. Everyone went around sporting a tag saying "I had a good breakfast—did you?"

Windup for the day was a theater party. Breakfast "cook-outs" followed as an activity later on.



4-H Club girls emphasized the importance of attractive meals.

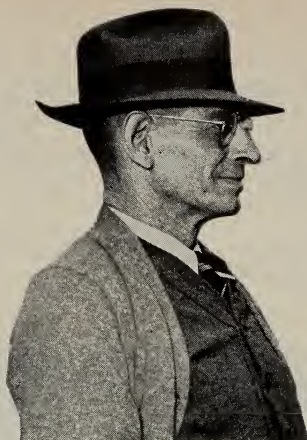
IN OUR program with father and sons (and other related family members) we have put stress on the need for good farm records and also timely decisions concerning other business and legal matters concerning the transfer of property from one generation to the other.

Sometimes it has been thought that extension work in father-and-son partnerships could be done on a group basis. I have discovered through years of experience that there are too many personal and family problems involved. It is possible, and I have followed this program, to teach basic principles of farm management and business arrangements between family members at our county educational meetings. But, when it comes to actually helping the individuals solve their problems, it resolves itself to private counsel of the agricultural agent or the farm management specialist with the particular farm family.

In many respects our method of helping out with father-and-son partnerships resembles the extension work that is called farm and home planning. Actually, we do not prepare a budget of income and expenses, but we do determine, before we recommend that a family partnership be established, that there is sufficient acreage and numbers of livestock to produce a satisfactory living for two or more families under a normal level of farm prices. Whenever we have found that the farm business was too small for a family partnership, we have recommended that steps be taken to expand the enterprise so that the gross income would assure a satisfactory living and enough extra income to meet all debts and obligations of the farm business. I use this expression . . . if the pie is too small, the best agreement in the world will surely fail . . .

Harry Hancock and Sons

Harry Hancock came to Burlington County extension office because he was worried and concerned about the future operation of his farm. Harry had lost his wife and was making adjustments in his own personal life. Now, one of his sons was planning to leave home and go into



Harry Hancock, 65, thinks ahead and plans for a farming partnership with his two sons, Edward and Walter.



F. V. Beck, farm management specialist, gives the senior partner some helpful hints on farm records.

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A Fam

FRANK V. BECK

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D. L. Kensler, agricultural agent, was responsible for drawing up a well integrated and business-like partnership plan on growing hybrid seed.

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The plan was discussed frankly by the farm management specialist, the father, the two sons, and the agricultural agent. It involved many matters, some too personal to discuss here. But, essentially, a sound business plan was developed, based on this guiding principle . . . Each partner shall share in the profits in the same proportion as he shares

Family Partnership in Its Seventh Year

Extension Specialist in Agricultural Economics, New Jersey

Young farm folks to look cityward has caused farm families. Often a lack of family planning is at fault. The county help to think through the many questions which must be answered, are choosing a vocation.



able for bringing together father and sons partnership. Here he is giving them pointers corn of highest quality

in his contributions to the business . . . Those who furnished equipment, livestock, and land were given proper credit for such contributions to the business. Those who furnished labor and management were paid out of partnership funds on a regular monthly basis. Each partner and his family have a separate home. All income and expenses are recorded in the farm account book and an inventory is taken each year. Finally, any matter which might



Walter's young son will have an opportunity to farm with his daddy when he grows up.

cause disagreement or discontent is to be submitted to a disinterested party for solution. This, in brief, is the content of the partnership agreement.

Now, some up-to-date facts about Harry Hancock and Sons. Formerly, they operated 245 acres. Now, they farm 325 acres. They have stepped up their acreage of hybrid seed corn. They expanded their livestock enterprises to include more hogs and poultry. They raise calves and heif-



Edward's family is protected under the terms of the partnership.

ers and sell them as springers and fresh cows. Other crops include hay, wheat, and barley in a rotation with hybrid seed corn.

Harry, the senior partner, still does the bookkeeping and pays all the bills out of the partnership bank account. But Edward and Walter know what goes on because they talk things over and plan operations together. Everyone is happy with the arrangement.

By farming together, the Hancocks find they make more efficient use of farm machinery. They can afford to buy more expensive machines which save both time and labor. They can give hired labor closer supervision and use the workers more efficiently by producing larger physical quantities of farm products.

As testimony that the Hancocks are satisfied in their partnership, several other sons have asked their agricultural agent to help put them on a sound business-like basis . . . "like the Hancocks." Apparently, some across the fence conversations have taken place. That is the way extension work in father-and-son partnerships has grown from a single case to more than 25 family arrangements in Burlington County during the past 7 years.

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Kentucky Kernels

IT'S CONTAGIOUS

Sixty families in four Kentucky counties enlisted in the Farm and Home Development Program. In a series of all-day meetings they received individual intensive training in farm and home planning, improved practices, and methods of teaching others in their counties.

Now 52 counties are participating in this leadership and pilot program. The mounting enthusiasm of participants in the 4 pilot counties has attracted 173 families who are now engaged in their 5-year programs.

BIGGER AND BETTER

Distribution and marketing of farm products takes on added importance each year, and attempts are being made constantly to improve and expand the service. An interesting example of a new approach to egg marketing problems, with the specific purpose of improving quality and volume to make more advantageous marketing possible, was found in the Leitchfield area.

Twenty-eight producers in six adjacent counties agreed to try the experiment, following extension recommendations faithfully in both production and marketing practices. Each producer was to have 500 or more pullets. A large buyer who cooperated closely was so enthusiastic about the results, particularly the high quality, that he employed several fieldmen to get new co-operators who will agree to follow the same instructions as the original group.

This organization is so thoroughly convinced of the soundness of the program that they have contracted with producers who have bought more than 200,000 pullets and they have agreed to pay a premium price

for the eggs. This activity, though intensive and confined to a limited area, has served to demonstrate the possibilities on a larger scale and in other commodities.

QUICK SOIL TESTS

County soil-testing laboratories appeared almost timidly at first in the State of Kentucky. Better and more accurate methods for quick testing had been developed through research and were offered to farmers by the Extension Service. Local contributions of money and facilities made the first laboratories possible.

When farmers found how helpful it was to get quick tests of soil samples to guide them in their purchase of fertilizers, the popularity of the plan soon spread. By 1953, 97 counties had laboratories and more

than 50,000 tests had been made.

Having had the soil tests, many farmers made their initial requests for further assistance to their county agents.

STRAWBERRY COOPERATIVES

Growing strawberries is a promising project in the hilly area of eastern Kentucky. Two principal strawberry-producing districts in Kentucky have reduced their production drastically because large Government projects were started and labor became scarce. The hilly section of eastern Kentucky is not a good agricultural area and tillable land is scarce. This makes the growing of intensive crops important.

In 12 neighboring counties, 120 growers produced 2,350 crates of marketable berries in 1953, an average of less than 20 crates per grower. Processors have offered to buy if the volume is increased sufficiently. In this project lies the promise of a whole new enterprise in a subsistence area, and the project should have aggressive support through the Extension Service.

A Shoe for You?

Every county agent will smile, perhaps ruefully, when he reads this letter from Mrs. Nichols to her county agent husband. It's the old story of the cobbler whose children go barefoot because he is too busy making shoes for a living. More efficient use of time may be the answer for some county agents. In the December issue of the Review, an article on Time Management will have some excellent suggestions along this line.

Mr. Norman Nichols
Madison Co. Farm Advisor
Alturas, Calif.

June 2, 1954
Dear Mr. Nichols:
Will you please stop by my house and look at my shoe store. They are turning brown and have caterpillars on them. ~~and the~~ The house is turning brown and has some spots in it. The hot water has had turned brown. The tomato plants are turning yellow.
My husband is never home, so I must take care of these things.

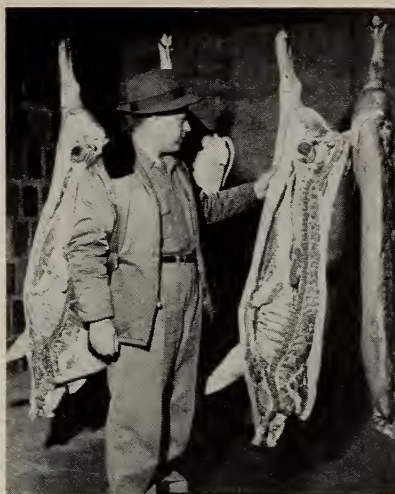
Sincerely,
Mrs. Norman Nichols

A Five-Ring Show

A JUNIOR SWINE show in Ottawa County, Mich., did not stop with the regular live judging of individual barrows and pens of barrows. It included a carcass contest, a meat-type hog program, a pork-cutting demonstration, and a cookery program to which the entire community was invited.

This 4-H and Future Farmers of America show, directed by County Agents Eugene Dice, Richard Machiele, and Mary VanDerkolk, was sponsored by the Coopersville Rotary Club. Among the many services they provided were premium money and door prizes. The American Legion and other organizations also cooperated in this pork program.

Each member could enter one carcass from his project and a pen of three live barrows. All the barrows



Eugene Dice, Ottawa County, Mich., 4-H Club agent, inspects a carcass display, an important part of the educational portion of the swine show.

must have been on feed at least 90 days and have complete feed records. All carcasses were first graded by the new U.S.D.A. standards. Following the live judging, all club members who had placed in group A in the individual barrow class competed for showmanship honors.

In a special evening program prepared by the animal husbandry department of Michigan State College,



Eldor Goerlings, 4-H member from Holland, Mich., is the proud possessor of the silver trophy, won with this grand champion harrow.

color slides of live hogs and carcasses were shown and discussed. Following this, all members took part in a practice-grading contest, using color slides of other market barrows.

The pork-cutting demonstration, held the next afternoon, was followed by a demonstration on wrapping meat for the freezer and on pork cookery methods.

Puerto Rico Extensionists Go to School in U. S. A.

Training extension personnel in Puerto Rico continues to be an important part of the extension job. Two home demonstration agents and 2 agricultural agents attended summer short courses at the University of Arkansas, and 4 others attended the human relations course at the University of Maryland. Two district supervisors took a summer short course at the Colorado Agricultural and Mechanical College. The farm management specialist attended a workshop at Arkansas, and the nutrition specialist went to Virginia Polytechnic Institute.

For other extension personnel who could not go to the mainland, arrangements were made for experienced teachers to offer short courses in Puerto Rico. The first workshop was on Public Relations and Evaluation; the second on Rural Sociology and Human Relations; and the third on Marketing Education, each lasting 18 days.

Specialists who conducted the workshops were: Mrs. Laurel K. Sabrosky, Division of Extension Research and Training; Charles A. Sheffield, Field Agent, Southern States; Dr. E. J. Niederfrank, Extension Rural Sociologist, Division of Agricultural Economics Programs, all of the Federal Extension Service; Dr. Glenn C. Dildine, Coordinator, Research Projects on Developmental Needs and Training in Human Rela-

tions, National 4-H Club Foundation; and Dr. Henry H. Bakken, head of the Department of Agricultural Economics, University of Wisconsin.

A New Movie

This 18-minute, color motion picture shows how rancher-supervisors initiated the grass improvement program, the steps being taken on range and irrigated lands, and the program's provisions for improved fishing, hunting, and camping.

"Grass—the Elko Way" was produced by the Northeast Elko (Nev.) Soil Conservation District and the Nevada Association of Soil Conservation Districts. James Stewart, Hollywood actor and Elko County ranch owner, narrates the 16 mm. film.

TV Goes to the Farm

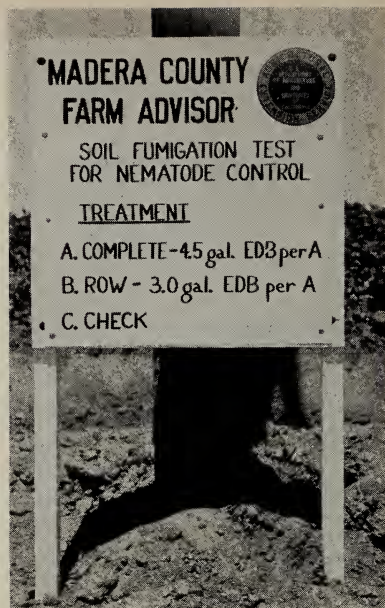


On-the-spot recording by camera and tape is popular with the California Experiment Station and Extension specialists, especially Larry Booher, irrigation specialist, who is being recorded here.

HARRY P. BOLTON
4-H Farm Adviser, Madera County, Calif.

WITH a movie camera and tape recorder loaded on the truck, University of California Experiment Station and Extension specialists are ready to give a farm demonstration and at the same time record it for the television audience.

Madera County farmers who prefer to attend Extension Service tours and meetings via TV can now enjoy them in their own living rooms. This visual adaptation of the tape-recorded radio show is a boon to the county agent and specialists. It



Test plot signs are the old standby for letting people know what their Extension Service is doing. It's sure to get into the TV picture. The base of this sign can be used permanently while the description of the plot is printed on cardboard and tacked to the base.

saves many a headache in preparing a television show and also eliminates much of the time spent in preparing program material.

From Schoolhouse to 4-H Club House

Many 4-H Clubs are using deserted schoolhouses for their meeting rooms. Nancy Jean Meyer, Caledonia, Minn., says, "As president and junior leader of our 4-H Club for the past 2 years, I have helped convert an abandoned schoolhouse into an attractive 4-H Club meeting place. We scrubbed, painted, and decorated with 4-H decals and green curtains. Now it is our regular meeting place and by popular vote was named the 'Racer's Roost'."



A New Case for Eggs

(Continued from page 195)

display case was designed especially for eggs. The temperature and humidity in the case were ideal for holding eggs. Customers are now able to purchase higher quality eggs than previously. Consumers were evidently satisfied if increased sales can be used as a measure of their satisfaction.

This approach has aided the extension workers by giving them insight into an area of agricultural marketing in which they had had little experience. It has helped them discuss marketing problems with farmers, pointing to this demonstration as proof of their interest and efforts in solving an agricultural marketing problem. The increased sales were also cited as proof of the benefits of this program to farmers.

Farmers in these counties have learned a great deal about the other side of marketing. Many of them now realize that they too must help merchandise their products. Of course, any increase in sales is a boon to the industry as a whole, and indirectly to each individual poultryman.

This program has opened a new

area of work for local extension workers. They now feel that they can help farmers by indirect as well as by direct means. If they can increase interest in better merchandising of eggs by demonstrating a new research development, it may be as useful as some meetings. Educating a retail food store operator in new merchandising techniques can pay valuable dividends to farmers.

Two of the demonstration egg cases are now in use in New York State. Four extension workers have already tried them. In the near future they will be available to others who wish to participate in this "on the scene demonstration" extension program.

Broiler Projects

(Continued from page 198)

whereby individual businessmen would sponsor one or more projects at the rate of \$16.50 for each project. The businessmen were to get 12 of the birds back at the end of 10 weeks and be the guests of the members they had sponsored at a chicken dinner following the show.

The 4-H Club members are prepared for this project by first having an illustrated lecture on the care

of baby chicks. If interested in the project, they complete a questionnaire that surveys housing, equipment, ability to furnish growing feeds and broiler mash and is cosigned by their parents.

The day the broilers are distributed the group has a meeting and a short informative program by local hatcherymen and agents. Literature and bulletins on producing broilers are made available. These members are required to fill in a report each week on the number of chickens alive; number sick, if any; if any die, reason if known; and the weight of three average birds. The reason for this card was that it was impossible to visit weekly 61 boys and girls, and the card would indicate those in need of some help.

A week before the show a broiler dressing school is held. Project members and their parents are invited and are shown the proper method of slaughter, picking, cleaning, and showing dressed broilers. Parents are usually as enthusiastic about these schools as the children. This show is a small one but is growing, and while not the largest in Oklahoma, it is one of the best. It is also one of the best projects in Pottawatomie County for the boys and girls and businessmen.

School to Home

Beginning with the old Pleasant Plains schoolhouse in Carson County, Tex., this evolution of a beautiful home has been watched with interest since 1948 when home demonstration clubs began to concentrate

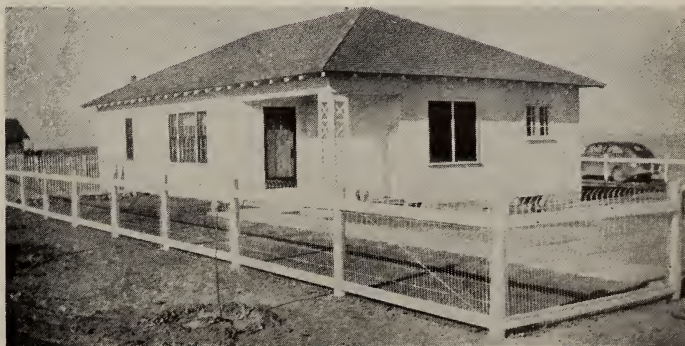
on improving their homes and surroundings. Seeing a desirable home is still the best incentive according to home demonstration agent, Charlotte Tompkins.

As many as 100 people turn out for the annual tour to see what has

been done. Pictures, 2- by 2-inch slides, cutouts and blueprints carry the images farther. New and remodeled homes have sprung up all over the county now, and include about half of the homes in the county.



BEFORE . . .
and AFTER



Illinois Celebrates 15th State 4-H Leadership Conference



Each year more than 400 of the outstanding 4-H boys and girls in Illinois attend the State Junior Leadership Conference. They are selected by the county extension workers. Two boys and two girls are eligible from each county. Main purpose of the conference is to teach ideals of citizenship and to give the young people training in leadership.

A BIRTHDAY party was a special feature of the 15th Annual Illinois State Junior Leadership Conference this year at State 4-H Memorial Camp near Monticello.

In a candlelighting ceremony in the assembly tent on Thursday, July 29, one representative of each of the

15 annual camps told briefly what attending the leadership conference had meant to him or her.

Present and former 4-H Club members look on in the picture as Ruzha Pfeffer, St. Clair County, representing this year's campers, lights the large candle to end the ceremony.

Film Inspires 4-H Club Movement in Malaya

Two 4-H Clubs are now flourishing in Malaya as the result of a motion picture film shown earlier this year by the United States Information Agency at the Anglo-Chinese School at Telok Anson in Malaya.

After the film was shown, on their own initiative, three local men organized the two clubs. For advice, they turned to James F. Anderson, Public Affairs Officer for the U. S.

Information Agency at Penang. Mr. Anderson, who recently returned to Penang after his "home leave" in the United States, disclaims, however, any credit for the work.

The clubs, he says, were started by W. E. Perera, former principal of the school, and his successor, Teerath Ram. The school is operated by the Methodist Church, and Dr. Wesley Day cooperated.

Artificial Breeding

(Continued from page 196)

Mr. Rhode himself constantly works with the cooperatives in helping them locate and buy bulls that will keep the breeding program on a sound basis. This extension project takes much time, but it has proved to be worthwhile. In addition to helping the cooperatives on sire selection, Rhode is working on the development of a plan for the early appraisal of breeding efficiency of young bulls.

Extension aids the artificial breeding program by selling the idea of these cooperatives to farmers. Good publicity based on performance does the job. Approximately 50,000 Illinois farmers are now participating in the artificial breeding program.

The average production of artificially sired daughters, the improved production of herds that have used the service for a number of years, and the prices received for artificially sired animals sold in public auctions indicate the tremendous value of the extension project.

An average daughter of bulls used in the cooperative breeding associations returns between three and four times as many dollars above feed cost as the average cow in the State.

What is the dollar and cents value of the program to individual farmers? Take, for example, the herd of Bastian Brothers at Hinckley in DeKalb County. The increase in milk production of their herd over a 10-year period amounts to more than \$3,000 a year.

In 1952, the herd, made up entirely of artificially sired daughters born on the farm, had an average production of 12,241 pounds of milk and 502 pounds of butterfat. When the owners started to use the artificial breeding service in 1942, the herd average was 9,653 pounds of milk and 340 pounds of butterfat.

These results are above average, but this herd does show what can be accomplished by following the artificial breeding program. Other herds show even more remarkable results.

The Extension Service is not entirely responsible for the breeding cooperatives but deserves a large share of the credit.

Have you
read



THE CHEMISTRY AND ACTION OF INSECTICIDES.

Harold H. Shepard.
McGraw Hill Book Company, Inc.,
330 West 42nd Street, New York,
N. Y. 504 pages.

• This book discusses the chemical and physical properties of insecticides and their effects on insects, plants, and higher animals, including man. It does not provide a ready reference on the control of specific insects.

Essential facts relating to inorganic insecticides, synthetic organic materials, plant products, petroleum and vegetable oils which are useful as insecticides are presented in a clear and concise manner. The chapters that deal with the general aspects of insect control discuss the uses and requirements of such items as dust diluents, solvents, emulsifiers, and deposit builders. Another chapter is devoted to how insecticides kill. Chemical attractants and repellents are covered in the last chapter.

There is a brief historical account of insecticides, and at the end of each chapter there is a reference to the older and more recent literature on the subject.—*M. P. Jones, Extension Entomologist, U. S. D. A.*

MONEY MANAGEMENT BOOKLETS.

Consumer Education Dept., Household Finance Co., 919 North Michigan Avenue, Chicago 11, Ill.

• To many of you the Money Management booklets put out by the Household Finance Corporation are familiar references to help answer questions regarding the buying of food, clothing, home furnishings, and the like. If you are not now familiar with these booklets, you'll find them excellent sources of information on consumer money-man-

agement questions. The series now includes 11 booklets.

A new leaflet, *Your Equipment Dollar*, has just been released. This 37-page booklet has facts on how to shop for ranges, home freezers, refrigerators, water heaters, dishwashers, vacuum cleaners, and the other items of household equipment for kitchen and laundry, including small appliances. It provides guides for families in selecting which pieces to purchase, which styles to choose, buy points to look for, and how to fit payments into the family budget. Included, too, are pointers on how to measure space where equipment can be placed in a home; what to expect in installation and operation costs; how to check electric wiring; and how to evaluate the water supply needed for dish or clothes washer.

—*Gale A. Ueland, Extension Marketing Economist, Federal Extension Service.*

BUYING WOMEN'S COATS AND SUITS.

Home and Garden Bulletin No. 31 U. S. Department of Agriculture. Clarice L. Scott. 23 pp. U. S. Government Printing Office, Washington 25, D. C.

• Guidance in getting her money's worth is provided for the woman shopper in this new booklet just issued by the U. S. Department of Agriculture. The booklet is illustrated, and includes such information as a chart of fibers and fabrics, a checklist on fit, and pointers on recognizing marks of quality in construction and materials.

Before preparing the guide, the author, Clarice L. Scott of the Home Economics Branch in the Department's Agricultural Research Service, observed suits being manufac-

tured and took suits apart for comparative study. She points out that a woman shopper can benefit two ways by gaining background knowledge of values. She can plan her purchases more systematically and be more confidently sure when a particular coat or suit has the qualities most important to her. She can also use background knowledge to advantage in judging what is good value at a given price.

Single copies of *Buying Women's Coats and Suits*, HG-31, may be obtained free from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

PREINDUCTION HEALTH AND HUMAN RELATIONS.

Roy E. Dickerson and Esther E. Sweeney. American Social Hygiene Association, New York City. 176 pp. 1953.

• A handbook focusing on the importance of maximum physical, mental, emotional, social, and spiritual health in the defense of America, as well as in the pursuit of personal happiness, has just been released by the American Social Hygiene Association for use in high schools, colleges, and youth groups.

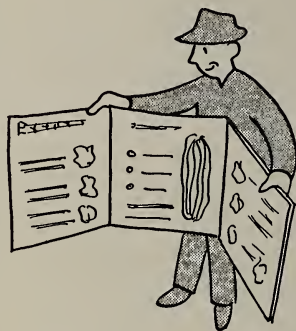
Preinduction Health and Human Relations analyzes problems confronting young people today and provides background for group discussions of personality, emotional development, the importance of health in earning a living and in serving one's country, the role of sex in human life, the value of vocational guidance, and other matters affecting young people today.

The final chapter recommends specific ways of helping to dispel the restlessness of boys facing induction. Specific opportunities for continuing their education and developing their potentialities in the Armed Forces are listed.

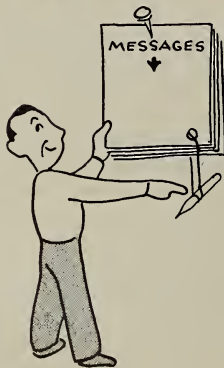
Extension agents will find the chapter on mental health especially helpful in understanding and working successfully with people. For those who work with youth the entire text gives many suggestions and guides.—*Lydia Ann Lynde, Extension Specialist in Parent and Family Life Education, Federal Extension Service.*

Have You Mastered These . . .

1. Some fundamentals in making small exhibits that can be carried in a car.



2. How to design an extension demonstration sign that can be seen easily along the road, will be quick to make, will endure all weather, and not be too difficult to set in the ground?



3. How to get farmers and homemakers to leave a message when the agent is out?

GEORGE K. VAPAA, Kent County Agent of Delaware, has asked these questions. What has your experience been? Let us know, and we shall pool the answers. Write yours to . . .

Editor, Extension Service Review, U. S. Department of Agriculture, Washington 25, D. C.